

**From:** Michael Perfetto </O=ONETEAM/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=MPERFETTO>  
**To:** David Myers; Dorothy Gerbounka; Karen Stoedter; Rachelle Galant; Bob Miranda; Chris Gordon; Denise Nostrame; John Reed; Oneka Edwards; Soojung Chung; Violet Wojtulewicz; Diana Herbig; Judith Wizorek; Sarah Meyer; Yvonne Hodges; Jinping McCormick; Lisa Pehlke; Michael Dorsey; Michael Berryman; Michael Perfetto; Nancy Baran; Steve Cohen; Thad Demos  
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**Attachments:** Sales Meeting Feb 10.ppt

PLAINTIFF TRIAL  
EXHIBIT  
**P-02481\_00001**

EXHIBIT 18  
Date: 2-7-10  
MLG, CSR, RPR, CRR

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# Michael Perfetto Actavis Sales Meeting

## February 2010

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# 2009 - A Great Success Story

Sales Channel	2008 Actuals	2009 2+10	2009 Actuals	% Budget Achieved	Growth 09 vs 08
Generic Rx Products	353,422	409,667	432,467	106%	22%
Hospital Products	528	1,601	59	4%	-89%
Kadian	-	143,709	165,213	115%	NA
OTC Products	45,226	49,871	39,801	80%	-12%
<b>Net Product Sales</b>	<b>399,177</b>	<b>604,849</b>	<b>637,540</b>	<b>105%</b>	<b>60%</b>
Other Revenues	22,564	21,700	20,369	94%	-10%
<b>Total Revenue</b>	<b>421,741</b>	<b>626,549</b>	<b>657,909</b>	<b>105%</b>	<b>56%</b>

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## 2009 Sales & Marketing Success

- Launched Oxycodone IR and CR achieving annual sales of \$93 MM
- Implemented numerous price increases resulting in a potential \$24 MM in annualized profit
- Converted Acetasol to a brand product totaling \$20 MM in net sales
- Achieved record sales of \$43MM on Diltiazem CD

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# Sales 09 Performance

Direct Sales (\$000)	Q4'08 RUN RATE	2H ORIGINAL TARGET	2H ADJUSTED TARGET	2H Actual	2H Actual vs Target (\$)	2H % Target Achieved
Berryman	5,090	13,812	11,938	12,271	333	102.8%
Cohen	9,370	30,315	26,202	34,218	8,017	130.6%
Pehlke	5,367	17,362	15,007	12,115	(2,891)	80.7%
Dorsey	13,982	35,131	30,365	31,155	790	102.6%
Thad Demos	3,401	11,001	9,509	13,026	3,517	137.0%
<b>Sub Total Target</b>	<b>37,212</b>	<b>107,621</b>	<b>93,020</b>	<b>102,785</b>	<b>9,765</b>	<b>110.5%</b>
Amerisource Bergen	5,097	16,489	14,252	25,159	10,907	176.5%
Cardinal	11,361	36,754	31,768	21,580	(10,188)	67.9%
McKesson	20,157	65,212	56,365	48,043	(8,322)	85.2%
All Others	3,640	11,776	10,179	1,253	(8,926)	12.3%
<b>Wholesalers &amp; Others</b>	<b>36,308</b>	<b>130,232</b>	<b>112,564</b>	<b>96,035</b>	<b>(16,529)</b>	<b>85.3%</b>
<b>Total Sales Team Direct</b>	<b>73,520</b>	<b>237,852</b>	<b>205,584</b>	<b>198,820</b>	<b>(6,764)</b>	<b>96.7%</b>
Indirect Sales (\$000)	Q4'08 RUN RATE	2H ORIGINAL TARGET	2H ADJUSTED TARGET	2H Actual	2H Actual vs Target (\$)	2H % Target Achieved
STEVE COHEN	2,500	8,087	6,990	9,531	2,541	136.3%
LISA PEHLKE	23,917	77,376	66,879	70,233	3,354	105.0%
MICHAEL DORSEY	14,218	45,999	39,759	40,740	982	102.5%
MIKE BERRYMAN	14,152	43,130	39,574	34,745	(4,829)	87.8%
THAD DEMOS	355	1,149	993	1,904	911	191.7%
Other	899	2,909	2,514	2,184	(330)	86.9%
<b>Total Sales Team Indirect</b>	<b>56,041</b>	<b>178,649</b>	<b>156,709</b>	<b>159,337</b>	<b>2,629</b>	<b>101.7%</b>

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# Actavis Sales Person for CY 09

## Mr.Thad (aka Tad) Demos



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# Top Products for 2010

Rank	Product	Net Sales
1	Oxycodone ER	49,950,000
2	Diltiazem CD	35,457,473
3	Morphine Sulfate ER - Generic Kadian	30,431,809
4	Bupropion XL	30,380,558
5	Gabapentin Caps	28,597,393
6	Oxycodone IR	24,160,717
7	Fentanyl	21,886,784
8	Bupropion SR	16,709,753
9	Acetic Acid/HC & Acetasol	15,120,544
10	Amphetamine ER	14,765,548
11	Carbidopa/Levodopa	14,457,092
12	Morphine Sulfate ER - Avinza	12,599,430
13	Nifedipine IR & ER	11,514,770
14	Propranolol ER	10,688,025
15	Hydromet	9,283,758
16	Gabapentin Tabs	8,863,175
17	Diclofenac DR	8,843,106
18	Finasteride	8,582,893
19	Methylphen ER	7,741,317
20	Clonidine	7,531,967
<b>Totals</b>		<b>477,408,888</b>

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# Top 10 Accounts

Sales in \$000	Total Sales	(Indirect&Direct) as % Total Sales	Estimated Market Share	
CARDINAL HEALTH	43,639	10.1%	7.0%	
MCKESSON DRUG CO.	43,418	10.0%	7.0%	
AMERISOURCE BERGEN	39,654	9.2%	6.5%	
VA	36,686	8.5%	3-5%	
WALGREEN	29,836	6.9%	10.0%	underdeveloped
WAL-MRT STORES INC.	25,445	5.9%	6.0%	
RITE AID CORP.	16,995	3.9%	6.0%	underdeveloped
H D SMITH	16,739	3.9%	1.0%	
HEARTLAND HEALTHCARE	14,622	3.4%	1.5%	
CVS DISTRIBUTION, INC	13,339	3.1%	11.0%	underdeveloped
<b>Top 10 Customers</b>	<b>280,372</b>	<b>65%</b>	<b>56%</b>	

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# Path for Sales Success

- Focus on Key profitable products and key customers
- Increase Sales at Underdeveloped Accounts
- Sell on the Actavis growth story - the future
- Sell on Actavis Global position
- Sell on Actavis Technology Platform
- Keep the “snowball” rolling to make it bigger..
- Ask for the business
- Close the loop... on key issues

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**FY 2010**

## **# 1 Goal of Sales and Marketing Teams**

**Exceed the sales target of \$477.5 M**

**Thank you.....**

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